

IAT 4 - SCHEME

Course Name: Management and Entrepreneurship for IT Industry **Course Code:** 18CS51

Q.No.	Solution Scheme	Marks
1.	Explain the steps involved in identification of business opportunities.	10
Ans	<p>Stages in the development of the entrepreneurial process: Can be explained in five stages:</p> <p>Stage 1: perceiving ,identifying and evaluating opportunity</p> <p>Stage 2: drawing up a business plan</p> <p>Stage 3: marshalling resources</p> <p>Stage 4: creating the enterprise</p> <p>Stage 5: consolidation and management</p> <p>1. Perceiving ,identifying opportunity:</p> <ul style="list-style-type: none">• An entrepreneur has to be alert to the opportunities and possibilities that arises in the market from time to time.• Opportunity knock the door of every entrepreneur only few seize them and convert them• Consumers & business association, members of distribution system, independent technical organizations consultants etc. government organizations & R&D centers also provide new ideas <p>2. Evaluating opportunity:</p> <ul style="list-style-type: none">• Opportunities have to be not only identified but also analyzed with respect to the following.• It involves length of opportunity, its real perceived value its risks & resources, with personal skills goals of entrepreneur & its uniqueness or differential advantages in its competitive environment.• Description of product, Agreement of opportunity, Assessment of the entrepreneur, Resources needed, Amount & sources of capital, Profit expected. <p>3. Drawing up a business plan:</p> <ul style="list-style-type: none">• A business plan is nothing but a description of the future direction of the business.• A good business plan is very essential to develop the opportunity and to determine the resources received.• A business plan describes the business as well as the industry in which business exists• It formulates all plans Technology plan, Financial plan, Organization plan, Production & operation plan, Marketing	

	<p>& distribution plan, Summary</p> <p>4. Marshalling resources:</p> <ul style="list-style-type: none"> • An Entrepreneur should have good idea of the various resources required with respect to quality, quantity, prices and sources. • The entrepreneur identifies the sources from where the finance and the human resource can be arranged. • Here, the entrepreneur finds the investors for its new venture and the personnel to carry out the business activities. <p>5. Creating the enterprise:</p> <p>An entrepreneur has to be aware of the legal and practical hurdles that he has to face in the process of physically creating his business</p> <p>An entrepreneur decides on the future prospects of the business, i.e. its growth and development. Here, the actual growth is compared against the planned growth and then the decision regarding the stability or the expansion of business operations is undertaken accordingly, by an entrepreneur.</p>	
2	Explain the different types of entrepreneurships in detail.	10
Ans	<p>Classification and Types of Entrepreneurs:</p> <p>The entrepreneurs have been broadly classified according to the type of business, use of professional skills, motivation, growth and stages of development. The various types of entrepreneurs are as described below.</p> <p>Type of entrepreneurs 1)According to the type of business</p> <p>i) Business entrepreneur ii)trading entrepreneur ii) industrial entrepreneur (a)Large (b)medium (c)small and (d)tiny iv)corporate entrepreneur v)agricultural entrepreneur (a)plantation b)horticulture c)dairy d)forestry vi)Retail entrepreneur vii)service entrepreneur i) technical ii)non technical (iii)professional iv)high tech v)low tech</p> <p>2) According to the use of technology</p> <p>i) technical ii)non technical (iii)professional iv)high tech v)low tech</p> <p>3) According to the motivation</p> <p>i) pure ii)induced iii)motivated iv)spontaneous</p> <p>4) According to growth</p> <p>i) growth ii)super growth</p> <p>5) According to stages of development</p> <p>i) modern ii)classical iii)urban</p>	

	<p>6) According to the area i) urban ii) rural</p> <p>7) According to the gender and age i) men ii) women</p> <p>8) According to the sale of operation i) small ii) large</p> <p>9) Others or unclassified i) professional ii) non professional iii) modern iv) traditional v) skilled vi) non skilled vii) imitating viii) inherited ix) forced x) national international xii) bureaucratic xiii) intrapreneur xiv) immigrant</p>	
3	Define Coordination. Explain different principals of coordination.	10
Ans	<p>Coordination Is the orderly synchronization or fitting together of the interdependent efforts of individuals to attain a common goal For example in hospital the proper synchronization of the activities of the nurses, doctors, wards attendants and lab technicians to give a good care to the patient. Can be considered as an essential part of all managerial functions of planning, organizing, directing and directing if the manger performs these functions efficiently and expertly coordination is automatically generated and there remains no need for special coordination.</p> <p>Requirements or principles of effective direction: 1) Harmony of objectives: The goals of its members must be in complete harmony with the goals of an organization The manager must direct the subordinates in such a way that they that they perceive their goals to be in harmony with enterprise objectives. For Example the company's profits may be associated with the employee's gains by giving additional bonus or promotion.</p> <p>2) Unity of Command: The subordinates must receive orders and instructions from one supervisor only the violation of which may lead to conflicting orders, divided loyalties and decreased personal responsibility for results.</p> <p>3) Direct supervision Every supervisor must maintain face-to-face contact with his subordinates which boosts the morale of the employees, increases their loyalty and provides them with feedback on how well they are doing.</p> <p>4) Efficient Communication: Communication is an instrument of direction through which the supervisor gives orders, allocates jobs and explains duties and ensures performance. Is a two way process which enables the superior to know how his subordinates feel about the company and how the company feels on a number</p>	

	of issues concerning them. In communication comprehension is more important than the content.	
4	Explain Social Feasibility and financial feasibility study in detail.	10
Ans	<p>Financial Analysis Financial analysis is necessary as ascertain whether the propose project is financially viable in the sense of being able to meet the burden of servicing dept and whether the propose project will satisfy the return expectations of those who provide the capital. The aspects to be looked into while conducting financial appraisal are as follows.</p> <p>Economic/ Social Cost-benefit Analysis This is concerned with judging a project from the larger social point of view, where in the focus if on social costs and benefits of a project, which may often be different from its monitory costs and benefits. The questions to be answered in social cost-benefit analysis are as follows.</p> <p>Ecological Analysis Today, environmental concerns assured a great deal of significance and hence ecological analysis should be done, particulars for project which have significant ecological implications like power plants and irrigation schemes and for environmental polluting industries like chemicals, leather processing etc.</p> <p>Market feasibility Market feasibility is concerned with two aspects the aggregate demand for the proposed product/service, the market share of the project under consideration. For this market analysis requires variety of information and appropriate forecasting methods. The kind of information required is</p> <ul style="list-style-type: none"> ● Past and present supply position ● Production possibilities and constraints ● Imports and exports ● Structure of competition ● Cost structure ● Elasticity of demand ● Consumer behavior, intentions, motivations, attitudes, preferences and requirements ● Distribution channels ● Administrative, technical and legal constraints 	
5	Every Human being has a basic need, Illustrate Maslow's theory of motivation in detail along with the hierarchy of theory needs.	

<p>Ans</p>	<div data-bbox="418 219 963 667" data-label="Diagram"> </div> <p>(i) Physiological needs: Arise of the basic physiology of life like the need for food, water, air, etc which must be at least satisfied partially for continued survival. (iv) Self-fulfilment needs: are the needs to realize ones potential that is realizing one’s own capabilities to the fullest-for accomplishing what one is capable of to the fullest. example a musician must make music etc.</p> <p>(ii) Security needs: Needs to feel free from economic threat and physical harm which need protection from arbitrary lay-off and dismissal, disaster and avoidance of the unexpected.</p> <p>(iii) Egoistic needs: are the needs which relate to respect and prestige the need for dominance for example.</p> <p>These needs are arranged in the form of a ladder of five successive categories as shown in the figure above.</p> <p>Can be classified as self-esteem and esteem from others. Self esteem is the need for worthiness of oneself and the esteem is the necessity to think others that he is worthy</p> <p>According to Maslow, people attempt satisfy their physical needs first. as long as the needs are unsatisfied they dominate and after they become reasonably satisfied and progress to the next level and so on.</p>	
<p>6</p>	<p>Explain the characteristics and functions of entrepreneurship.</p>	<p>10</p>
<p>Ans</p>	<p>Characterstics:</p> <ol style="list-style-type: none"> 1. Action oriented , highly motivated and ready to take risk at all levels to achieve the objective 2. Should have commitment 3. Creativeness and result oriented, hard working 4. Accepts responsibilities with enthusiasm 5. Self confident, dedicated and self disciplined 6. Intelligent , imaginative and self directed 	

Functions of an entrepreneur:

Performs functions such as planning, organizing, managing, risk bearing and decision making

✓ **Planning of the project:** He is the organizer to conceive the idea of launching the project and to Program to structure of the business

✓ **Management:** The entrepreneur is also responsible for the management of business. He tries to have a least cost combination of factors of production.

✓ **To Face Risks:** He faces uncertainly and bears risks in his business uncertainly comprising those risks against which it is not possible to insure. He also faces the risk of other producers may enter the market

✓ **Distribution of Rewards:** He is responsible of distributing the rewards to all factors of production. He pays the reward in the shape of rent, wage, and interest and bears the risk of profit or loss himself

Sale of Products: An entrepreneur is also responsible of marketing, advertising. He wants to maximize his profits by selling his product in the market.

✓ **Scale of Production:** He decided the scale of business in accordance with the provision of capital. Then, he takes the decision of what where and how to produce goods.

✓ **Joint stock Organization:** In a partnership, the entrepreneurial functions are divided between the partners. But in public limited company, the board of directors takes this responsibility with nationalized enterprise; the entrepreneurial decisions are left to the government or a body to which government has delegated its powers.

✓ **Innovation:**He should be innovative in launching of new product,introduction of new technology in production line,creation of new market,new or better source of raw material.

✓ **Decision Making:**He has to take effective decisions with regard to business objectives of the enterprise,arrangement of resources and facilities like men,material,machines,money,methods,Technology etc,development of market for the product.